5

10

## Abstract of the Disclosure

The present invention allows a user to establish a customized call waiting rule set to control whether call waiting alerts and associated caller identification information are provided to the user in association with an incoming call. Based on the call waiting rule set, the call waiting alert may be blocked or provided to the user when an incoming call for the user is detected. The decision to provide the call waiting alert may be based on the calling party, the type of call, the party with whom the user is engaged in an active call, whether the user previously called or received a call from the calling party, the relative priority or urgency of the incoming call, or a combination thereof.